

For Immediate Release

December 28, 2018

Contact:

Tim Weisberg
OTS Marketing and Public Affairs
timothy.weisberg@ots.ca.gov
(916) 509-3020

Make traffic safety a permanent New Year's resolution The OTS encourages those traveling over holiday to 'Go Safely'

As we approach 2019, many of us will set new goals, like eating better or exercising more. For 2019 and every year after that, the California Office of Traffic Safety (OTS) wants the public to make roadway safety their permanent New Year's resolution.

Part of that is exercising strong roadway habits, like not using the phone or participating in any activity while driving that is distracting, not driving after drinking or using drugs that are known to impair and making yourself visible when walking or biking.

"We want Californians to commit to a safer 2019 and beyond," OTS Director Rhonda Craft said. "We are all in this world together and we should be looking out for one another. One way to do that is to go safely."

This holiday season is a busy one on roadways, with AAA estimating that more than one in three Americans will be traveling between Dec. 22, 2018 and Jan. 1, 2019, with 12.5 million Californians going by car.

Many people will be hosting or attending New Year's Eve parties where alcohol may be consumed, which is why it is important to plan ahead and choose a sober way to go.

The OTS offers a few tips to make sure everyone has a safe and happy new year:

- Hosting a party? Offer nonalcoholic drinks. Monitor who is drinking and ask how they are getting home.
- If you plan to drink, choose a sober way to get home. Use ride-share, a designated sober driver or take a cab.
- If someone who is clearly impaired tries to leave, offer to get them a sober ride home or have them stay the night.

To discourage impaired driving and encourage safe ways to get home, the OTS has partnered with the Governors Highway Safety Association (GHSA) and Lyft to offer \$10 Lyft credits in the San Francisco and Sacramento coverage areas from now through January 1, 2019. Credit codes, availability and restrictions are outlined in the Lyft app and on the "Go Safely, California" Facebook and Twitter pages.

"Go Safely, California" is the OTS' new public awareness and education campaign aimed at helping Californians get where they need to go safely.

To learn more about being safe on the go, visit gosafelyca.org.